

Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W

-----210640Z 107768 /15

R 201806Z MAY 77

FM AMEMBASSY ASUNCION

TO SECSTATE WASHDC 0171

UNCLAS ASUNCION 2066

E.O. 11652: N/A

TAGS: BEXP, PA

SUBJ: ADS REQUEST FOR ECOA INTERNATIONAL, INC., HIALEAH, FL.

REF: COMMERCE CD-144, MARCH 2, 1977

THE FOLLOWING FIRM HAS BEEN CONTACTED AND HAS EXPRESSED AN
INTEREST IN REPRESENTING ECOA INTERNATIONAL AS COMMISSION
SALES AGENT.

1. Z.J. MELAMED S.R.L.

CASILLA POSTAL 676

CALLE CHILE 482

ASUNCION, PARAGUAY

CONTACT: MR. ZIVOTA J. MELAMED, PARTNER-MANAGER

PHONE: 91271

COMMENT: MR. MELAMED STATED THAT ALTHOUGH NEIGHBORING ARGENTINA AND BRAZIL PRODUCE SOME OF THE SAME PRODUCTS, AND THAT PARAGUAY ALSO WAS BEGINNING VERY SMALL SCALE PRODUCTION, THE POSSIBILITY EXISTS OF SELLING ECOA LINES TO A SELECTED GROUP OF INDUSTRIAL CONCERNS AND BUSINESS FIRMS WHICH PREFER BETTER QUALITY PRODUCTS, ALBEIT AT A HIGHER PRICE. MELAMED CONFIRMED THE OPINION GIVEN BY SEVERAL PARAGUAYAN FIRMS INTERVIEWED FOR THIS ADS (ALL OF WHICH DECLINED TO HANDLE ECOA LINES, BASICALLY BECAUSE OF THE SMALLNESS OF THE MARKET, COMPETITION

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FROM ARGENTINA AND BRAZIL, AND FASTER DELIVERIES FROM THESE TWO COUNTRIES) THAT ECOA'S LINES COULD BE ONLY HANDLED BY A COMMISSION SALES AGENT AND NOT A DISTRIBUTOR. MELAMED AND OTHER LOCAL FIRMS CONCURRED IN BELIVING POTENTIAL SALES WOULD BE THROUGH GOVERNMENT TENDERS AND, ASSSTATED, SALES TO MAJOR LOCAL BUSINESS FIRMS AND INDUSTRIES WHICH REQUIRE BETTER QUALITY

PRODUCTS.

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 20-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977ASUNCI02066
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770181-0722
Format: TEL
From: ASUNCION
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770538/aaaabgbq.tel
Line Count: 64
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 26-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2444827
Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST FOR ECOA INTERNATIONAL, INC., HIALEAH, FL.
TAGS: BEXP, PA
To: STATE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/6f3e408f-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009